

# INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

SEP 11 2003

ATTY DOCKET NO.  
JP920010008US1


SERIAL NO.  
09/863,921

Nittal et al.

FILING  
May 23, 2001

GROUP  
2161

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,848,396	12/08/1998	Gerace			
	5,991,735	11/23/1999	Gerace			

## FOREIGN PATENT DOCUMENTS



	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

RECEIVED

SEP 15 2003

GROUP 3600

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	"The Value of Purchase History", Peter E. Rossi, Robert E. McCulloch, Greg M. Allenby, Marketing Science, Vol. 15, No. 4, 1996, Pages 1-17
	"Determining Segmentation in Sales Response Across Consumer Purchase Behaviors", Randolph Bucklin, Sunil Gupta, Siddharth, Journal of Marketing Research, May 1998, Pages 191-197

EXAMINER

DATE CONSIDERED

12/27/2004

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.





2161

**FILING DATE**  
**IF APPROPRIATE**

**NO**

PAGE 3 OF 6







